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RENDERING-BASED AUGMENTED REALITY ARCHITECTURE FOR PROMOTING TOURISM

K. S. Janaka Kodippili & Sellappan Palaniappan

Research Scholar, Malaysian University of Science and Technology, Selangor, Malaysia

ABSTRACT

Information technology-supported tourism services and platforms have made it easier for individual travelers to plan and manage their trips (Chul et al, 2016). But with smart tourism,technological limitations for tourist attraction is a research need. These include decision support in the context of tourists' information processing. This study contributes a mobile technology suitable to improve smart tourism technology (STT) for travel decision support satisfaction. An Augmented Reality based mobile solution in the tourism industry is a project to suit this purpose. This application would enhance tourism in terms of exploring the visiting area before the actual visit. Sri Lanka is the case study for this research, which will be used to implement the application for possible capability evaluation. Images of certain tourist areas will be taken and processed by a third party. Rendering will be the contributing component of the augmented reality, which integrates with the images that might have been processed and saved in the database in this project. Hence, providing tourists with information about their intending place of visit. Due to the lack of up to date information and navigation support, tourists are not able to visit all the attractions during a visit in a particular case of Srilanka. This paper provides the architecture of the augmented reality that improves this situation. It shows how the image processing and the rendering integrate and interacts to provide tourists with relevant information about their intending place of visit.

KEYWORDS: *Augmented Reality, Rendering, Tourism, Smart Tourism Technology, Tourism Services, Architecture*

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